



## CITY OF LODI COUNCIL COMMUNICATION

**AGENDA TITLE:** Receive Report and Endorse a Proposed "Downtown Summit"

**MEETING DATE:** August 19, 2009

**PREPARED BY:** City Manager

---

**RECOMMENDED ACTION:** Receive report and endorse holding a one-day (five-hour) Downtown Summit to gather and rally Downtown property owners and merchants to review the progress of Downtown revitalization, assess current conditions, and look towards the future.

**BACKGROUND INFORMATION:** A little over a decade has passed since the City Council completed a series of capital improvements to revitalize the downtown core of Lodi. The effort to revitalize Downtown was guided in part by a series of documents including the 1994 *Central City Revitalization Program* prepared by Freedman, Tung & Bottomley; the 1997 *Downtown Development Standards & Guidelines*; and the *Market Opportunities and Strategies for the Enhancement of Lodi's Downtown and Industrial Base* prepared by Gruen Gruen & Associates.

The specific physical improvements included street reconstruction, new sidewalks, street lights, benches, kiosks, flower pots, trash receptacles, irrigation system, gateways, and landscaping. In general terms, approximately \$10 million was invested in Downtown.

Downtown remains a high priority for Lodi, and after a decade of the Downtown revitalization efforts, it is proposed that the downtown property owners, merchants, and stakeholders be brought together to review the progress, assess current conditions, and look to the future. Such an event is proposed as a Downtown Summit.

It is proposed that the event be a one-day (five-hour) event at Hutchins Street Square. We anticipate that Michael Freedman, the author and facilitator of the Central City Revitalization Program, be invited to critique the implementation and offer his thoughts on the future of the downtown.

To accommodate Mr. Freedman's schedule, the event is proposed to be held in the morning of Friday, October 16<sup>th</sup>. Invitations will be extended to merchants, property owners, Planning Commissioners, Downtown Lodi Business Partnership, Chamber of Commerce, and the Winegrape Commission.

The summit would be preceded by a survey of businesses, property owners, and visitors to Downtown.

---


APPROVED:

Blair King, City Manager

The event itself will consist of speakers, presentation, and breakout sessions. The desired outcome of the summit is the development of further goals and tasks for the continuation of the revitalization of Downtown. There is also value in conducting the event itself. It is expected that the event will be covered by media and will serve as justification to focus attention on Downtown.

It is assumed the event will cost up to \$10,000 and sponsors will help underwrite the cost. The amount of sponsorship will help to determine the event's size and scale.

**FISCAL IMPACT:** It is hoped that the event costs will be underwritten with donations. A rough event budget is estimated at \$7,000. City costs may be incurred for miscellaneous expenses. Downtown represents a significant investment and provides the City with a focus and an image.

  
\_\_\_\_\_  
Blair King  
City Manager



# Downtown Lodi Summit

**Lodi City Council  
August 19, 2009**

# **Downtown Lodi Summit: Purpose**

After a decade of Downtown Revitalization efforts, a gathering of stakeholders to review the progress of downtown, look to the future, and move beyond a plateau

# **Downtown Lodi Summit: Event**

- A four-hour event consisting of workshops, presentations, small group break-out, development of an action plan ... and food
- Confirmed presenter: Michael Freedman

# **Downtown Lodi Summit: Invitees**

- Downtown merchants
- Property owners
- City boards and commissions
- DLBP
- Chamber of Commerce
- Visit Lodi!
- Others

# **Downtown Lodi Summit: Logistics**

- Time/location: Friday morning, Oct. 16, Hutchins Street Square
- Cost: Designed to budget
  - Seeking sponsors
  - Working budget of \$7,000 and/or in-kind donations